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Hamilton-Wentworth's Travel Markets - 1994

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INTRODUCTION

The information contained in this report was extracted from the micro data files of the Canadian Travel Survey (CTS) and International Travel Survey (ITS) by Research Resolutions on behalf of the Ministry of Economic Development, Trade and Tourism.

Co-sponsored by all provinces and the Federal government, the CTS is conducted by Statistics Canada during even number years as a supplement to the Labour Force Survey. The CTS telephone survey captures the incidence and detail of travel by Ontarians and other Canadians in Ontario and in other parts of Canada.

In 1994, 117,845 households across Canada were surveyed about their travel on a monthly basis over the twelve calendar months. Approximately, 2,350 households from Ontario were interviewed each month bringing the total annual Ontario residents' sample to 28,421 households.

The 1994 CTS data are not directly comparable to those of 1992, since Statistics Canada moved from a three month panel approach in 1992 to independent monthly samples in 1994. The latter method is believed to be more accurate as it does not suffer from respondent fatigue.

The data contained in this report differ from those reported in the Touriscope or supplied electronically by Statistics Canada in the following ways:

1. All overnight trips, regardless of the distance travelled, and same-day trips with a minimum one-way distance from the respondent's home of at least 40 kms are included in the tabulations of this report.

2. Expenditures for all trips cited above are included in this report's final expenditure estimates.

3. Trips with a main destination in Ontario, but no nights in the province have been treated as "same-day" trips for Ontario.

The primary unit of analysis in this report is a Person Trip/Visit or Household/Party Trip. A Trip is defined as travel from one's permanent residence for any purpose, with the exception of: travel as a member of an operating crew of a bus, truck, plane, etc.; commuting to work or school; or moving to a new residence. The Trip must also meet the following one-way distance criteria:

Place of Residence		
Length of Stay	**Ontario**	**All Other Provinces**
Same Day	40 kms one-way	80 kms one-way
Overnight	No minimum distance	No minimum distance

The ITS is conducted by Statistics Canada every year with the help of Canada Customs and Immigration authorities that essentially conduct a census of border crossings and distribute the questionnaires to individual travellers. The questionnaires are self-completed by the travellers and mailed back to Statistics Canada.

The ITS statistics are based on the census of U.S. and overseas visitors as far as the number of travellers, their origin and the mode of transport is concerned. Most of the remaining trip characteristics for the Province of Ontario were obtained from 15,230 completed questionnaires by US residents (out of 31,739 questionnaires that US visitors to Canada completed in 1994) and 5,845 by overseas travellers (out of 13,932 they completed throughout Canada). The overall response rate across Canada was 7% for U.S. residents and 4% for overseas residents.

The data contained in this report differ from those reported in the Touriscope, or supplied electronically by Statistics Canada, primarily due to the following:

1. Since the ITS long questionnaire does not contain a question on visitor destination, Ontario created a main destination variable according to the number of nights a visitor stays in Ontario/Canada.

2. Statistics Canada does not allocate Canadian carrier fares to the provinces. Ontario does so based on the mode of transport and the port of entry/exit.

3. Ontario does a number of imputations for missing values.

4. Statistics Canada allocates expenditures to the provinces based on the number of nights a visitor spends in each place. Ontario distinguishes between accommodation expenditures and other expenditures. The former are distributed according to the number of nights a visitor spends in various places and according to whether or not commercial accommodation was used in each overnight stop.

For more details on how Ontario manipulates the data base, please write to the address below to obtain the technical appendix.

To aid the reader, a glossary of terms used throughout this report is appended. For more information on this publication please contact:

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AN OVERVIEW OF HAMILTON-WENTWORTH'S TOURISM MARKETS - 1994

A. Domestic Travel to Hamilton-Wentworth

In 1994, 82 million person trips taken by Canadians were either destined to Ontario or spent some nights in the province on their way to other places in Canada, the USA, or overseas. Of those, 81 million person trips had a destination in Ontario, of which 3.0% (2.45 million) had Hamilton-Wentworth as their main destination.

Ontario residents were the primary source of domestic travel in Hamilton-Wentworth. Of all person trips to Hamilton-Wentworth, 99.3% originated within the province and 0.7% in the rest of Canada.

The total number of travellers from other provinces who visited Hamilton-Wentworth totalled approximately 17,000, primarily came for pleasure or to visit friends and relatives, and spent a total of almost $3 million in the area. Given the small sample size of visitors from other Canadian province to Hamilton-Wentworth, the remainder of this section will focus on visitors with an Ontario origin. In this report, all domestic travellers are considered to be "Canadian" residents.

Hamilton-Wentworth received 3.2% of trips which originated in Ontario and took the visitor at least 40 km one-way away from home.

The automobile was the primary mode of transport for trips with a Hamilton-Wentworth destination (95.6%), primarily because this is the main mode of transportation used by Canadian residents to travel around the province.

Of trips that originated in Ontario and were destined for Hamilton-Wentworth, 81.3% began and ended on the same day (1.99 million), while the balance were overnight trips (460,000).

Travel to Hamilton-Wentworth was more heavily concentrated in the spring (28.8%) and autumn (26.7%), than it was in the other seasons (summer, 24.5%; winter, 20%).

Most of the domestic person trips with a Hamilton-Wentworth destination were motivated by an interest in visiting their friends or relatives (VFR, 46.5%). Pleasure trips accounted for 24.5%, business trips for 15.2% and trips that were motivated by personal reasons accounted for 13.9%.

Overall, a typical domestic visitor that had a Hamilton-Wentworth destination stayed for 0.65 night, travelled 124 kms one-way away from home and did so in groups that had an average household party size of 1.55 persons. On the other hand, the typical overnight visitor stayed 3.48 nights, travelled 306 kms one-way away from home and did so in groups that had an average party size of 1.36 persons.

Of the Canadian households that had Hamilton-Wentworth as their destination, 88.2% were comprised of adults only.

Of the Canadian households travelling to Hamilton-Wentworth, 42.8% had a stated household income of over $40,000.

More than two-fifths (43.2%) had an age between 25 to 44, and 28.1% between 45 to 64. At least 45% of travellers to Hamilton-Wentworth possessed a post-secondary diploma/certificate or a university degree.

The homes of friends and/or relatives accounted for 69.8% of the domestic household nights spent in Hamilton-Wentworth, followed by hotels (16.1%) and private cottages and vacation homes (4.9%). Approximately one-fifth of domestic overnight trips (19.8%) that had Hamilton-Wentworth as a destination used some form of commercial accommodation during their trip.

The most popular activities that domestic visitors to Hamilton-Wentworth engaged in while on their trip were: visiting friends and relatives (57.3%), shopping (23.4%) and participating in sports/outdoor activities (8.8%).

Canadian residents engaging in tourism activity spent a total of $158.03 million in Hamilton-Wentworth. $71.2 million (45% of total spending) was spent by residents of Hamilton-Wentworth while travelling to destinations outside the local area.

On average, domestic visitors who had Hamilton-Wentworth as a destination (i.e. excluding residents of Hamilton-Wentworth destined to regions outside the city) spent $17 on a same day visit to the city, while overnight visitors spent $115.

When compared to average expenditure for domestic tourists in Ontario, a same-day visitor spent less in Hamilton-Wentworth ($17 in Hamilton-Wentworth vs. $60 in Ontario), and overnight visitors spent slightly more than the provincial average ($115 in Hamilton-Wentworth vs. $105 in Ontario).

Of the total domestic expenditures incurred in Hamilton-Wentworth ($158.03 million), 36.8% went to public transportation (all of which was spent by local residents for vacations outside of Hamilton-Wentworth), 16.5% to private transportation (0.8% - vehicle rental, 15.7% - garages and gasoline stations), 21.5% to clothing and other retail stores, 15.8% to food and beverage services (12% - restaurants and bars, 3.8% - grocery stores), 4% to firms engaged in entertainment and recreation, 5.9% to accommodation establishments, and less than 0.1% to local transportation.

When the transportation expenditures (public and private) of Hamilton-Wentworth residents travelling to destinations outside Hamilton-Wentworth are removed, the share of public transportation falls from 36.8% to zero and the share of clothing/retail expenditures increases from 21.5% to 36.9%, food and beverage from 15.8% to 28.7%, and of private transportation declining from 16.5% to 15%, making these sub-sectors the largest recipients of domestic in-bound tourists' expenditures.

Canadian residents spent on average $35 (per visitor) when visiting Hamilton-Wentworth. It should be noted that expenditures on public transportation for trips originating outside Hamilton-Wentworth do not accrue to the region and as such the above figures do not represent average trip costs, but rather average spending accrued to Hamilton-Wentworth.

Chart 1: Trips With A Hamilton-Wentworth Destination: Average Spending Per Visitor, Main Purpose & Length of Stay

Main Purpose	Canadian Visitors
Pleasure	
Same Day	$19
Overnight	$103
Business	
Same Day	$24
Overnight	$308
VFR	
Same Day	$16
Overnight	$68
Personal	
Same Day	$8
Overnight	$129

For all origin groups, the most lucrative market segment, in terms of average expenditure, was the overnight business traveller.

B. U.S.A. Travel to Hamilton-Wentworth

During 1994, a total of 34.8 million Americans visited Canada and of these, 12.5 million stayed overnight. The latter figure accounts for 25.8% of the total U.S. international travel[1].

Of the 34.8 million American visitors to Canada, 68% or 23.7 million, visited Ontario. Of the latter, 1.0% (241,000) visited Hamilton-Wentworth. Of the Americans visiting Hamilton-Wentworth, 65% (157,000) were same-day visitors, with the balance staying overnight (84,000).

New York generated the largest share of total visitation to Hamilton-Wentworth (39.5%), followed by Michigan (20%). New York also generated the majority of same day travel to Hamilton-Wentworth (92%).

A typical American traveller visiting Hamilton-Wentworth stayed 1.73 nights and did so in groups that had an average travelling party size of 2.23 persons. On the other hand, the typical overnight visitor stayed for 2.65 nights and did so in groups that had an average party size of 2.58 persons.

The automobile was the dominant form of transportation used to visit Hamilton-Wentworth (87.6% of the visitors), while other means and bus accounted for 11.0% and 8.0%, respectively.

The highest incidence of travel was realized during the summer calendar quarter (44.3%), followed by autumn (35.5%), spring (16.2%) and winter (4.0%).

Pleasure travel was the primary motivation of trips for 45.6% of the travellers, followed by personal reasons (24.0%), visiting friends and relatives (19.0%) and business/conventions (11.4%).

Motels accounted for 48.1% of the total U.S. party-nights spent in the Hamilton-Wentworth, followed by homes of friends and relatives (28.3%) and hotels (22.4%). Commercial accommodations were used on approximately seven out of every ten U.S. trips to the region (71.4%).

Shopping was the most popular activity engaged in by U.S. visitors to Hamilton-Wentworth (74.9%). The next most popular activities were: sightseeing (71.6%), visiting national/provincial/municipal parks and historic sites (62.5%), visiting friends and relatives (56.3%), visiting zoos museums and natural displays (53.7%) and dining in high quality restaurants (50.5%)[2].

Of the U.S. travelling parties that visited Hamilton-Wentworth, 94% were comprised of adults only. The incidence of adults travelling with children under the age of 15 was 6%. Most of the travelling parties visiting Hamilton-Wentworth had a party size of either one (45.7%) or two (34.8%) persons.

Of the American parties travelling to Hamilton-Wentworth, 27.8% were within the age group 25 to 44, and 50.6% between 45 to 64. Visitors over the age of 65 comprised 11.0% of all U.S. travellers visiting Hamilton-Wentworth.

Americans spent a total of $2,795 million in Ontario, of which 1.0% ($29.2 million) was spent in Hamilton-Wentworth.

Of the total U.S. expenditure in Hamilton-Wentworth ($29.2 million), 30.5% was spent on accommodation, 31.6% on food and beverage services, 8.4% on recreation and entertainment, 20.8% on retail purchases, 8.1% on auto transportation (gasoline, garage and rental), and less than 1% on public/local transportation.

Trips for personal and other reasons accounted for the highest proportion of total U.S. overnight spending in Hamilton-Wentworth

(45.8%), followed by pleasure (19.9%), business/convention (19.5%) and visiting friends and/or relatives (14.7%).

Those Americans visiting Hamilton-Wentworth for one day or less had an average expenditure of $45 per person visit, whereas those who stayed overnight spent $162 per person visit. The overall average (any length of stay) was $121 per person visit.

When compared to the average expenditures of U.S. tourists in Ontario, same-day and overnight visitors spent less ($45 in Hamilton-Wentworth vs. $60 in Ontario, same-day; $162 in Hamilton-Wentworth vs. $293 in Ontario, overnight) in Hamilton-Wentworth than the provincial average.

All visitors to Canada are asked to rate the various aspects of their stay in Canada relative to the United States. The chart below shows the ratings of various services by those Americans who visited, among other places, Hamilton-Wentworth. Under all categories, with the exception of "value for money", the majority of U.S. visitors rated these services as essentially the same as those offered in the United States.

Chart 2: Rating of Various Services in Canada in Comparison to Home Country

Transportation Services	
Better	*29.0%*
Same	*67.8%*
Not as Good	*3.2%*
Accommodation Services	
Better	*4.2%*
Same	*94.7%*
Not as Good	*1.2%*
Hospitality of Local People	
Better	*31.2%*
Same	*66.8%*
Not as Good	*2.0%*
Value for Money	
Better	*60.4%*
Same	*16.6%*
Not as Good	*23.0%*
Variety of Things to See and Do	
Better	*36.4%*
Same	*58.0%*
Not as Good	*5.6%*

C. Overseas Travel to Hamilton-Wentworth

During 1994, a total of 3.792 million overseas residents visited Canada and of these, 3.429 million stayed overnight. The latter figure accounts for 90.4% of the total number of overseas residents travel to Canada[3].

Of the 3.792 million overseas visitors to Canada, 2.183 million visited Ontario. Of this total, 2.3% (50,000) visited Hamilton-Wentworth.

The average length of stay of all overseas visitors to Hamilton-Wentworth, almost all of which stayed overnight, was 8.34 nights.

The United Kingdom generated the largest share of total overseas visitation to Hamilton-Wentworth (11,400 or 22.8%), followed by Germany (6,100 or 12.2%), Japan (6,000 or 12.0%) and Netherlands (3,400 or 6.8%).

The summer calendar quarter realized the highest incidence of overseas travel (56.3%) to Hamilton-Wentworth, followed by spring (23.8%), fall (15.1%) and winter (4.8%).

Visiting friends and/or relatives was the main purpose of the trip to Hamilton-Wentworth for 47.6% of overseas travellers, followed by pleasure (31.2%), business (15.8%) and all other purposes (5.4%).

Homes of friends and relatives accounted for the largest share of party-nights spent in Hamilton-Wentworth (71.0%), followed by hotels (20.1%), unspecified non-commercial accommodations (3.4%) and motels (3.1%). Among overseas visitors, 25.3% of the party-nights in Hamilton-Wentworth were spent in commercial accommodation. In contrast to the American visitors, overseas travellers had a lower level of commercial accommodation usage (65% less).

Visiting friends and relatives was the most popular activity engaged in by visitors having the province as their main destination (87.5%), closely followed by shopping (87.0%), sightseeing (81.9%), visiting either a provincial, national or municipal park or an historic site (54.2%), dining at high quality restaurants (44.1%), and visiting a zoo, museum or natural display (38.5%)[4]. Overseas visitors had a much higher inclination than Americans to gravitate towards outdoor experiences.

Of the overseas travelling parties that visited Hamilton-Wentworth, 88.5% were comprised of adults only. The incidence of adults travelling with children under the age of 15 was 11.5%.

Among overseas travellers who visited Hamilton-Wentworth, the preferred means of transportation was the automobile (92.5%), followed by the bus (26.0%), other means (19.1%) and rail (10.0%).

Of parties travelling to Hamilton-Wentworth, 37.7% were within the age group 25 to 44, and 30.0% between 45 to 64. Visitors over the age of 65 comprised 11.3% of all overseas travellers visiting Hamilton-Wentworth.

Overseas visitors spent a total of $21.6 million in Hamilton-Wentworth. Of total overseas expenditures ($21.6 million), the largest share (36.3%) was spent on retail purchases, followed by food and beverage services (21.6%), accommodation (14.8%), auto transportation (gasoline, rental and repairs accounted for 13.6%), recreation and entertainment (11.2%), and public transportation (2.5%).

Visiting friends and/or relatives captured the highest share of total overseas overnight spending (44.7%), while pleasure captured 22.9%, business/convention 22.4% and all other purposes 10.0%.

Overseas travellers visiting Hamilton-Wentworth had an average expenditure of $432 per person trip.

When compared to the average expenditures of overseas tourists in Ontario, overnight visitors spent less in Hamilton-Wentworth than the provincial average ($432 in Hamilton-Wentworth vs. $846 in Ontario).

Overnight business trips yielded the highest average expenditures ($611 per person trip). Of special interest is the average spending on VFR trips ($405), which was higher than that for pleasure trips ($317) for all countries. This was mainly due to the well above average length of stay of overnight VFR trips.

All visitors to Canada are asked to rate the various aspects of their stay in Canada relative to their home country. The chart below shows the ratings of various services by overseas visitors who visited, among other places, Hamilton-Wentworth. Visitors rated "transportation services", "hospitality of local people", "value for money" and "variety of things to see and do" as being better in Canada than back home.

Chart 3: Rating of Various Services in Canada in Comparison to Home Country

Transportation Services	
Better	*44.3%*
Same	*29.5%*
Not as Good	*26.2%*
Accommodation Services	
Better	*32.6%*
Same	*62.0%*
Not as Good	*5.3%*
Hospitality of Local People	
Better	*50.5%*
Same	*39.7%*
Not as Good	*9.8%*
Value for Money	
Better	*61.8%*
Same	*23.9%*
Not as Good	*14.3%*
Variety of Things to See and Do	
Better	*51.4%*
Same	*36.3%*
Not as Good	*12.3%*

GLOSSARY

ACCOMMODATION TYPE refers to the type(s) of accommodation used on the trip.

***Commercial* accommodation**: hotel, motel, bed & breakfast, resort/lodge, camping or trailer park, commercial cottage or cabin.

***Non-Commercial* accommodation**: home of friends or relatives, private cottage or vacation home.

***Other* accommodation** is a separate category in the CTS questionnaire, and includes dormitories, hostels, sleeping berths on trains and boats, etc. In many tabulations of the 1994 CTS, accommodation type "not stated" records have been combined with *other*.

Any commercial accommodation is a term used to capture accommodation type for data tabulated on a person trip base. Trips are assigned to specific types of accommodation according to details provided by the respondent. A trip that has hotel as the only form of accommodation is referred to as a "hotel only" trip. Similarly, a trip that has only motel nights listed is referred to as a "motel only" trip. Trips that have two or more forms of *commercial* accommodation listed are referred to as *multiple commercial*. *Any commercial* refers to trips on which a respondent reported utilising any form of commercial accommodation. The term includes all individual and multiple commercial accommodation types.

Multiple mixed (commercial and non-commercial) is used to describe trips that utilise both commercial and non-commercial accommodation.

Any non-commercial accommodation is analogous to *any commercial accommodation*, and is used for trips reporting staying with friends and relatives and/or in private cottage or vacation home (see above).

ACTIVITIES ON TRIP. For each trip, domestic respondents were asked to indicate whether they participated in any of fifteen activities (aided measure). If they indicated that they *participated in sports or outdoor activities* they were asked to volunteer the specific sports or outdoor activities (unaided measure). Coded categories for this unaided measure included swimming, other water-based activities, golfing, hunting, fishing, bird or wildlife viewing, cross country skiing, downhill skiing, snowmobiling, walking or hiking, cycling and other.

The international questionnaire is self-completed and has fewer activities than the domestic questionnaire.

The activity could have occurred at any location on the trip (destination, location of overnight stop, or en route) since activity data are not captured on a location-specific basis.

DESTINATION OF TRIP. The location – city/town and province (Canada) or city/state (USA) or country (other countries) – volunteered by the respondent as the *destination* of the trip. If multiple destinations are named (e.g., a touring trip), interviewers are instructed to record the location that is *furthest* from the respondent's home.

International visitors to Canada are asked to complete two types of questionnaires. A short version that is given only to the same day visitors from the US that enter Canada by car, and a long

version that is given to other visitors. The short questionnaire asks for the destination of the trip, but not the long questionnaire. Ontario's tables indicate that a trip had the province as a destination only if the number of nights spent in Ontario is equal or greater to 50% + 1 night spent on the entire trip. For same day trips (other than those from the short form), if Ontario is the port of entry then it is also considered the destination of the trip.

EXPENDITURES ON TRIP. All dollars spent by all household members who went on the trip. For reasons of national accounting practices, most tabulations provided for the 1994 CTS exclude *public transport* expenditures spent on trips with a destination outside of Canada. Figures from the International Travel Study (ITS) are generally used to estimate public transport spending for trips that originate in Canada but are destined outside the country.

EXPENDITURES IN ONTARIO. Expenditures on the trip are assigned by Statistics Canada to provinces of origin, destination, and location of overnight stops according to pre-set rules. All dollars assigned to Ontario on the basis of these rules were re-assigned to municipalities, as either "origin" dollars or "destination" dollars, depending on how the dollars were assigned by Statistics Canada and whether the trip began and ended within the same municipality.

International expenditures are allocated to Ontario by MEDTT using rules similar to those applied in the domestic survey.

HOUSEHOLD TRIP. A single qualifying trip reported by the selected adult respondent in the household, regardless of the number of household members who went on the trip. Household members must be related. An "adult" is defined as an individual fifteen years of age or over

MODE OF TRANSPORT. In the CTS, it is the mode of transport used to travel the *greatest distance* on the trip. Only one mode of transport per trip is recorded.

The ITS records two types of transport used: a) to enter Canada and b) while in Canada. *Other* transport includes pedestrian, motorcycle and bicycle. Due to multiple responses on the mode of transport while in Canada (i.e. a respondent could have used multiple transportation modes), the numbers of the various modes used add up to more than 100%.

PARTY TRIP. A single qualifying trip reported by the selected adult respondent in the travelling party, regardless of the number of persons who went on the trip. Party members need not be related. An "adult" is defined as an individual fifteen years of age or over.

PERSON NIGHTS. Total person trips times the number of nights spent on the trip/in a specified location on the trip.

PERSON TRIPS. The reported qualifying trip times the total number of household members who went on the trip (all ages).

PERSON VISIT. A person making one visit to a municipality.

PURPOSE OF TRIP (MAIN). Under the ITS, the main reasons for the trip to Canada include the following categories:

Pleasure: includes vacation, visiting second home, attend events/attractions and shopping.
Business: includes attending a meeting, convention, commuting to work and other work.
Visiting Friends and Relatives: includes visiting friends and relatives.
Other: includes personal, in transit, educational study and other.

Since commuting to work and educational study are not part of the definition of a visitor according to the World Tourism Organisation, the tables of this report identify this group of visitors as *Excluded by WTO*.

QUALIFYING TRIP. In the CTS, a *qualifying trip* is defined as travel from the usual place of residence to a location any distance away from it, if an overnight trip; and at least 40 km (one-way) away, if a same-day trip, for any purpose other than as a member of an operating crew of a bus, plane, truck, etc.; commuting to work or school; and/or moving to a new residence. The minimum distance criterion of 40 km applies only to same-day trips that originate in Ontario. In all other provinces, the minimum distance for a same-day trip is 80 km.

RESPONDENT. For the CTS a randomly selected individual in the sampled household (from the Statistics Canada Labour Force Survey sampling frame) who is at least 15 years of age.

For the ITS, a randomly selected individual at the point of entry to Canada.

HAMILTON-WENTWORTH. Hamilton-Wentworth consists of Census Division 25.

SAMPLE SIZE. The data presented in this report are based on the following respondents:

SAMPLE SIZE	
CANADA	
Number of completed questionnaires with Hamilton-Wentworth as a visit	483
U.S.A.	
Number of completed questionnaires with Hamilton-Wentworth as a visit	180
OVERSEAS	
Number of completed questionnaires with Hamilton-Wentworth as a visit	240

Endnotes

1 Source: World Tourism Organization.

2 Due to multiple response, sub-totals add to more than 100%. The average number of activities participated in during the trip was 3.

3 Source: World Tourism Organization.

4 Due to multiple responses, sub-totals do not add up to 100%.

Appendix I:

Detailed Tabulations

TABLE 1
PERSON TRIPS/VISITS TO HAMILTON-WENTWORTH (Census Division 25)
By Quarter, Main Purpose, Origin and Length of Stay
('000)

Year: 1994

	QUARTER I	QUARTER II	QUARTER III	QUARTER IV	TOTAL
TOTAL PERSON TRIPS	502	758	737	748	2,745
	18.3%	27.6%	26.8%	27.2%	100.0%
ORIGIN OF VISITORS					
Canada	490	707	602	654	2,453
	97.6%	93.3%	81.7%	87.4%	89.4%
U.S.A.	10	39	107	86	242
	2.0%	5.1%	14.5%	11.5%	8.8%
Other Countries	2	12	28	8	50
	0.4%	1.6%	3.8%	1.1%	1.8%
MAIN PURPOSE OF TRIP					
Visit Friends & Relatives	215	346	295	355	1,211
	42.8%	45.6%	40.0%	47.5%	44.1%
Pleasure	77	185	267	199	728
	15.3%	24.4%	36.2%	26.6%	26.5%
Business/Convention	110	122	77	99	408
	21.9%	16.1%	10.4%	13.2%	14.9%
Personal/Not Stated	103	105	97	94	400
	20.5%	13.9%	13.2%	12.6%	14.6%
LENGTH OF STAY					
Same Day	419	642	427	590	2,078
	83.5%	84.7%	57.9%	78.9%	75.7%
Overnight	83	116	310	158	667
	16.5%	15.3%	42.1%	21.1%	24.3%

TABLE 2
PERSON TRIPS TO HAMILTON-WENTWORTH (Census Division 25)
Origin of Trip - All Juridictions, Bordering U.S. States and Overseas Countries
('000s)

Year: 1994

Origin of Trip	Same-Day		Overnight								Total	
			Overnight - Pleasure		Overnight - Business		Overnight - Other		Overnight - TOTAL			
	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share	000's	Share
TOTAL PERSON TRIPS/VISITS - All Origins	2,077	100.0%	140	100.0%	92	100.0%	434	100.0%	666	100.0%	2,744	100.0%
TOTAL PERSON TRIPS - Ontario	1,992	95.9%	68	48.1%	64	69.5%	312	72.0%	444	66.6%	2,435	88.8%
TOTAL PERSON TRIPS -Other Canada	2	0.1%	9	6.5%	-	-	6	1.5%	15	2.3%	17	0.6%
Total Domestic Person Trips	1,993	96.0%	77	54.6%	64	69.5%	318	73.4%	459	68.9%	2,453	89.4%
TOTAL PERSON VISITS* - U.S.A.	84	4.0%	48	34.2%	20	22.1%	89	20.4%	157	23.6%	241	8.8%
Person Visits from Selected U.S. Jurisdictions (by State, proportion of total U.S.)												
New York	77	91.6%	12	24.3%	5	22.1%	2	2.7%	19	11.8%	95	39.5%
Michigan	3	3.3%	3	5.3%	5	22.4%	6	6.3%	13	8.1%	15	6.4%
Pennsylvania	1	0.9%	2	4.8%	1	7.1%	43	48.9%	47	30.0%	48	19.9%
Ohio	-	-	1	1.2%	3	17.0%	5	5.9%	9	5.9%	9	3.8%
Illinois	0	0.1%	29	60.1%	0	1.3%	- 0	-0.3%	29	18.4%	29	12.0%
Other U.S.A.	3	4.1%	2	4.3%	6	30.1%	32	36.5%	41	25.8%	44	18.4%
TOTAL PERSON VISITS* - Overseas	-	-	16	11.2%	8	8.4%	27	6.1%	50	7.5%	50	1.8%
Person Visits from Selected Overseas Jurisdictions (by Country, proportion of total Overseas)												
United Kingdom	-	-	3	20.9%	1	15.0%	7	25.8%	11	22.6%	11	22.8%
Germany	-	-	3	19.5%	0	1.3%	3	11.0%	6	12.2%	6	12.2%
Netherlands	-	-	1	8.8%	0	6.4%	2	5.9%	3	6.9%	3	6.8%
Other Europe	-	-	3	20.4%	2	20.8%	5	19.2%	10	19.8%	10	20.0%
Japan	-	-	4	26.2%	2	26.2%	- 0	-0.3%	6	12.1%	6	12.0%
TOTAL INTERNATIONAL PERSON VISITS	84	4.0%	64	45.4%	28	30.5%	115	26.6%	207	31.1%	291	10.6%

TABLE 3
PERSON TRIPS/VISITS TO HAMILTON-WENTWORTH (Census Division 25)
By Origin, Main Purpose and Length of Stay

Year: 1994

	Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share
MAIN PURPOSE OF TRIP								
Visit Friends & Relatives	1,141	46.5%	46	19.0%	24	47.6%	1,211	44.1%
Pleasure	600	24.5%	110	45.6%	16	31.2%	726	26.4%
Business/Convention	372	15.2%	28	11.4%	8	15.8%	408	14.8%
Personal	340	13.9%	58	24.0%	3	5.4%	401	14.6%
TOTAL	2,453	100.0%	241	100.0%	50	100.0%	2,745	100.0%
LENGTH OF STAY								
Same Day	1,993	81.3%	84	34.8%	0	0.6%	2,077	75.7%
1 Night	187	7.6%	58	24.2%	8	16.1%	253	9.2%
2 Nights	118	4.8%	20	8.3%	7	13.7%	145	5.3%
3 Nights	40	1.6%	23	9.6%	3	6.6%	67	2.4%
4 Nights	20	0.8%	48	19.7%	3	6.8%	71	2.6%
5 Nights	3	0.1%	4	1.7%	4	7.4%	11	0.4%
6-9 Nights	55	2.2%	2	0.9%	8	15.2%	65	2.4%
10-16 Nights	26	1.1%	2	0.8%	10	19.3%	38	1.4%
17+ Nights	11	0.4%	-		7	14.1%	18	0.6%
TOTAL	2,453	100.0%	241	100.0%	50	100.0%	2,744	100.0%
Average Length of Stay								
All Trips	0.65 Nights		1.73 Nights		8.34 Nights		0.90 Nights	
Overnight Trips	3.48 Nights		2.65 Nights		8.39 Nights		3.69 Nights	

- **Overseas and U.S. visitors are surveyed on a travelling party basis, while domestic travellers are surveyed on a household basis.**

TABLE 4
PERSON TRIPS/VISITS TO HAMILTON-WENTWORTH (Census Division 25)
By Origin and Party Size

Year: 1994

	Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share
PARTY SIZE (Household/Party Trips)*								
One	1,012	63.9%	45	41.3%	14	49.7%	1,070	62.3%
Two	407	25.7%	32	30.0%	10	34.2%	449	26.1%
Three	70	4.4%	7	6.8%	2	8.0%	80	4.6%
Four	66	4.2%	9	8.5%	2	5.4%	77	4.5%
Five+	27	1.7%	15	13.5%	1	2.7%	42	2.5%
TOTAL	1,582	100.0%	108	100.0%	28	100.0%	1,718	100.0%
Same-day	1,245	78.7%	47	43.1%	0	1.7%	1,292	75.2%
Overnight	337	21.3%	61	56.9%	28	98.3%	426	24.8%
TRAVEL PARTY COMPOSITION (Household/Party Trips)*								
Adults Only								
One	1,012	72.5%	21	45.7%	13	55.5%	1,046	71.4%
Two	374	26.8%	16	34.8%	9	38.4%	399	27.2%
Three	9	0.6%	1	2.2%	1	3.1%	11	0.7%
Four+	1	0.1%	8	17.4%	1	3.1%	10	0.7%
TOTAL	1,396	100.0%	46	100.0%	23	100.0%	1,465	100.0%
Same-day	1,079	77.3%	3	6.5%	0	0.6%	1,082	73.8%
Overnight	317	22.7%	43	93.5%	23	99.4%	383	26.2%
Adults with Children								
One + Children	78	41.9%	0	15.8%	1	21.5%	79	41.3%
Two + Children	106	57.0%	2	75.1%	1	43.8%	109	57.0%
Three + Children	2	1.1%	0	9.0%	1	34.4%	3	1.7%
TOTAL	186	100.0%	3	100.0%	3	100.0%	192	100.0%
Same-day	167	89.6%	0	-	0	-	167	86.9%
Overnight	19	10.4%	3	100.0%	3	100.0%	25	13.1%
Average Party Size								
All Trips	1.55 Visitors		2.23 Visitors		1.79 Visitors		1.60 Visitors	
Same Day Trips	1.60 Visitors		1.79 Visitors		2.00 Visitors		1.61 Visitors	
Overnight Trips	1.36 Visitors		2.58 Visitors		1.79 Visitors		1.56 Visitors	

* Overseas and U.S. visitors are surveyed on a travelling party basis, while domestic travellers are surveyed on a household basis.

TABLE 5
PERSON TRIPS/VISITS TO HAMILTON-WENTWORTH (Census Division 25)
By Origin, Distance Travelled and Transportation Mode

Year: 1994

	Canada		U.S.A.*		Other Countries*		Total	
	000's	Share	000's	Share	000's	Share	000's	Share
DISTANCE TRAVELLED								
Under 40 kms		-	N/A	-	N/A	-	0	-
40-79 kms	1,420	57.9%	N/A	-	N/A	-	1,420	57.9%
80-159 kms	637	26.0%	N/A	-	N/A	-	637	26.0%
160-319 kms	254	10.3%	N/A	-	N/A	-	254	10.3%
320+ kms	143	5.8%	N/A	-	N/A	-	143	5.8%
Not Stated		-	N/A	-	N/A	-	0	-
TOTAL	2,453	100.0%	0	-	0	-	2,453	100.0%
Average Distance Travelled								
All Trips	124.0 kms		N/A kms		N/A kms		124.0 kms	
Same Day	82.1 kms		N/A kms		N/A kms		82.1 kms	
Overnight	305.8 kms		N/A kms		N/A kms		305.8 kms	
PRIMARY MODE OF TRANSPORTATION WHILE IN CANADA								
Auto	2,345	95.6%	211	87.6%	47	92.5%	2,603	94.9%
Air	9	0.4%	1	0.5%	4	7.8%	14	0.5%
Bus	37	1.5%	19	8.0%	13	26.0%	69	2.5%
Rail	3	0.1%		-	5	10.0%	8	0.3%
Boat		-	3	1.4%	5	9.7%	8	0.3%
Other	58	2.4%	27	11.0%	10	19.1%	94	3.4%
Not Stated		-	12	5.0%	2	3.6%	14	0.5%
TOTAL	2,453	100.0%	241	100.0%	50	100.0%	2,744	100.0%

N/A - Question not asked.

*** - Percentages do not add up to 100% because a person can use more than one mode of transportation**

TABLE 6

PERSON TRIPS/VISITS TO HAMILTON-WENTWORTH (Census Division 25)

Activities Visitors Participated In During Their Trip*, By Origin

Year: 1994

Activity	Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips	2,453	147.1%	175	418.1%	50	539.6%	2,678	172.1%
Visit Friends or Relatives	1,404	57.3%	98	56.3%	44	87.5%	1,547	57.8%
Attend Festival or Fair	39	1.6%	38	21.8%	9	17.7%	86	3.2%
Attend Cultural Events	42	1.7%	4	2.6%	12	24.1%	59	2.2%
Attend Sports Events	167	6.8%	5	2.8%	9	18.9%	181	6.8%
Shopping	573	23.4%	131	74.9%	44	87.0%	747	27.9%
Sightseeing	215	8.8%	125	71.6%	41	81.9%	381	14.2%
Nightlife/Entertainment	54	2.2%	10	5.5%	11	22.8%	75	2.8%
Dining at High Quality Restaurants	117	4.8%	88	50.5%	22	44.1%	227	8.5%
Visiting a Theme Park	20	0.8%	4	2.3%	9	18.0%	33	1.2%
Visit Zoo/Museum/ Natural Display	63	2.6%	94	53.7%	19	38.5%	176	6.6%
Visit a National/Provincial/ Municipal Park/Historic Site	108	4.4%	109	62.5%	27	54.2%	244	9.1%
Participate in Sports/ Outdoor Activities	318	13.0%	12	6.8%	18	35.5%	348	13.0%
Swimming	135	5.5%	4	2.3%	13	26.9%	152	5.7%
Other Water Sports	24	1.0%	0	0.2%	4	7.3%	28	1.0%
Golfing	8	0.3%	N/A	-	N/A	-	8	0.3%
Hunting or Fishing	10	0.4%		-	1	2.4%	11	0.4%
Cross-Country Skiing		-		-	1	1.0%	1	0.0%
Down Hill Skiing		-		-	0	0.9%	0	0.0%
Other Sports/Outdoor Activities	287	11.7%	8	4.6%	4	7.5%	299	11.2%
Other	0	0.0%	10	5.6%	4	8.3%	14	0.5%
None of the Above	489	19.9%	2	1.2%	1	1.1%	492	18.4%

* - Percentages do not add up to 100% because a person can participate in more than one activity

TABLE 7
PERSON TRIPS/VISITS TO HAMILTON-WENTWORTH (Census Division 25)
Types of Accommodation Used (Overnight Trips Only)

Year: 1994

Accommodation Type*	Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips/Visits	459	100.0%	157	100.0%	50	100.0%	666	100.0%
Only Hotel	74	16.1%	35	22.4%	10	20.1%	119	17.9%
Only Motel	11	2.4%	76	48.1%	2	3.1%	88	13.2%
Only Bed & Breakfast		-		-		-	-	-
Only Resort or Lodge	4	0.9%		-		-	4	0.6%
Only Camping or Trailer Park	2	0.4%		-	0	0.7%	2	0.4%
Only Home of Friend Or Relative	321	69.8%	45	28.3%	36	71.0%	401	60.2%
Only Private Cottage Or Vacation Home	22	4.9%		-		-	22	3.3%
Only Commercial Cottage Or Cabin		-		-	0	0.9%	0	0.1%
Only Other Accommodation	18	4.0%		-		-	18	2.7%
Multiple Commercial Only		-		-		-	-	-
Multiple Non-Commercial Only		-		-		-	-	-
Multiple Mixed Only - Commercial & Non-Commecial	7	1.5%	0	0.2%	1	2.7%	9	1.3%
Commercial Unspecified		-	1	0.9%	0	0.5%	2	0.2%
Non-Commercial Unspecified		-	1	0.4%	2	3.4%	2	0.4%
Not Stated		-	0	0.1%	2	4.3%	2	0.3%
ANY COMMERCIAL	91	19.8%	112	71.4%	13	25.3%	216	32.4%
ANY NON-COMMERCIAL	343	74.7%	45	28.7%	37	74.4%	425	63.9%

* - "Only" in each category applies to Ontario and Other Canada only.

TABLE 8
HOUSEHOLD/PARTY TRIPS TO HAMILTON-WENTWORTH (Census Division 25)
Household Income of Visitors (000's)

Year: 1994

Income Group	Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share
Total Household Trips	1,582	100.0%		-		-	1,582	100.0%
Under $20,000	158	10.0%	N/A	-	N/A	-	158	10.0%
$20,000-$39,999	294	18.6%	N/A	-	N/A	-	294	18.6%
$40,000-$59,999	358	22.6%	N/A	-	N/A	-	358	22.6%
$60,000-$79,999	181	11.4%	N/A	-	N/A	-	181	11.4%
$80,000 and over	139	8.8%	N/A	-	N/A	-	139	8.8%
Not Stated	452	28.6%	N/A	-	N/A	-	452	28.6%
Under $20,000	158	10.0%	N/A	-	N/A	-	158	10.0%
$20,000-$59,999	652	41.2%	N/A	-	N/A	-	652	41.2%
$60,000 and over	320	20.2%	N/A	-	N/A	-	320	20.2%

N/A - Question not asked.

TABLE 9

PERSON TRIPS/VISITS TO HAMILTON-WENTWORTH (Census Division 25)

Respodent's Age (000's)

Year: 1994

Age Group	Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share
Total Person Trips/Visits	1,582	100.0%	241	100.0%	50	100.0%	1,873	100.0%
Question Not Asked		-	67	27.6%		-	67	3.6%
Age and Gender Not Stated			78	32.2%	4	7.9%	82	4.4%
% Based on Total Responding								
Under 15		-	4	4.0%	4	9.5%	8	0.5%
15-19 Years	79	5.0%	1	1.4%	2	5.2%	83	4.8%
20-24 Years	178	11.3%	5	5.2%	3	6.3%	186	10.8%
25-34 Years	327	20.7%	7	7.6%	9	19.5%	343	19.9%
35-44 Years	356	22.5%	20	20.2%	8	18.2%	384	22.3%
45-54 Years	257	16.2%	31	32.1%	7	15.8%	295	17.1%
55-64 Years	188	11.9%	18	18.5%	7	14.2%	212	12.3%
65-69 Years	147	9.3%		-		-	147	8.5%
65-74 Years		-	9	9.7%	4	9.0%	14	0.8%
70 or over	50	3.2%		-		-	50	2.9%
75 or over		-	1	1.3%	1	2.3%	2	0.1%
TOTAL RESPONDING	1,582	100.0%	97	100.0%	46	100.0%	1,725	100.0%

TABLE 10

HOUSEHOLD TRIPS/PERSON VISITS TO HAMILTON-WENTWORTH (Census Division 25)

Employment Status, Education and Respondent's Gender (000's)

Year: 1994

Classification	Canada		U.S.A.		Other Countries		Total	
	000's	Share	000's	Share	000's	Share	000's	Share
Total Respondents	1,582	100.0%	97	100.0%	46	100.0%	1,725	100.0%
EMPLOYMENT STATUS								
Employed	1,032	65.2%	N/A	-	N/A	-	1,032	59.8%
Unemployed	149	9.4%	N/A	-	N/A	-	149	8.6%
Not in Labour Force	401	25.3%	N/A	-	N/A	-	401	23.2%
55-64	58	3.7%	N/A	-	N/A	-	58	3.4%
65+	194	12.3%	N/A	-	N/A	-	194	11.2%
EDUCATION								
0-8 years of Schooling	90	5.7%	N/A	-	N/A	-	90	5.2%
Some Secondary	183	11.6%	N/A	-	N/A	-	183	10.6%
Graduated from High School	362	22.9%	N/A	-	N/A	-	362	21.0%
Some Post-Secondary	224	14.1%	N/A	-	N/A	-	224	13.0%
Post-Secondary Certificate	412	26.0%	N/A	-	N/A	-	412	23.9%
University Degree	312	19.7%	N/A	-	N/A	-	312	18.1%
RESPONDENT'S GENDER								
Male - Over 15 years	992	62.7%	50	51.5%	22	47.6%	1,064	61.7%
Female - Over 15 years	590	37.3%	47	48.5%	24	52.4%	661	38.3%

N/A - Question not asked.

TABLE 11
TOURISM EXPENDITURES IN HAMILTON-WENTWORTH (Census Division 25)
By Ontario Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO HAMILTON-WENTWORTH	58,174	100.0%	25,527	100.0%	994	100.0%	8,407	100.0%	23,948	100.0%	6,238	100.0%	31,751	100.0%	155,039	100.0%
EXPENDITURES IN HAMILTON-WENTWORTH BY IN-COMING VISITORS (Total)		-	12,470	48.9%	994	100.0%	8,407	100.0%	23,948	100.0%	6,238	100.0%	31,751	100.0%	83,808	54.1%
By Main Purpose & Length of Stay:																
Pleasure		-	1,075	4.2%	203	20.4%	2,361	28.1%	5,606	23.4%	1,264	20.3%	6,558	20.7%	17,066	11.0%
Same Day		-	57	0.2%	149	15.0%		-	2,983	12.5%	933	15.0%	6,042	19.0%	10,164	6.6%
Overnight		-	1,018	4.0%	53	5.3%	2,361	28.1%	2,623	11.0%	331	5.3%	516	1.6%	6,902	4.5%
Visit Friends & Relatives		-	4,934	19.3%	303	30.5%	423	5.0%	8,404	35.1%	1,009	16.2%	16,396	51.6%	31,469	20.3%
Same Day		-	49	0.2%		-		-	3,651	15.2%	264	4.2%	10,031	31.6%	13,995	9.0%
Overnight		-	4,885	19.1%	303	30.5%	423	5.0%	4,753	19.8%	745	11.9%	6,364	20.0%	17,474	11.3%
Business/Convention		-	5,196	20.4%	441	44.4%	4,085	48.6%	7,259	30.3%	2,932	47.0%	7,122	22.4%	27,034	17.4%
Same Day		-		-	430	43.3%		-	4,500	18.8%	347	5.6%	2,076	6.5%	7,354	4.7%
Overnight		-	5,196	20.4%	11	1.1%	4,085	48.6%	2,759	11.5%	2,584	41.4%	5,045	15.9%	19,680	12.7%
Personal		-	1,265	5.0%	48	4.8%	1,538	18.3%	2,680	11.2%	1,033	16.6%	1,675	5.3%	8,238	5.3%
Same Day		-		-		-		-	1,601	6.7%	23	0.4%	657	2.1%	2,282	1.5%
Overnight		-	1,265	5.0%	48	4.8%	1,538	18.3%	1,078	4.5%	1,010	16.2%	1,019	3.2%	5,957	3.8%
EXPENDITURES INCURRED IN HAMILTON-WENTWORTH BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE HAMILTON-WENTWORTH	58,174	100.0%	13,057	51.2%		-		-		-		-		-	71,231	45.9%

TABLE 12

TOURISM EXPENDITURES IN HAMILTON-WENTWORTH (Census Division 25)

By Other Canadian Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO HAMILTON-WENTWORTH	-	-	561	100.0%	3	100.0%	970	100.0%	1,003	100.0%	160	100.0%	291	100.0%	2,988	100.0%
EXPENDITURES IN HAMILTON-WENTWORTH BY IN-COMING VISITORS (Total)	-	-	561	100.0%	3	100.0%	970	100.0%	1,003	100.0%	160	100.0%	291	100.0%	2,988	100.0%
By Main Purpose & Length of Stay:																
Pleasure	-	-	21	3.7%	-	-	937	96.6%	439	43.8%	70	43.8%	106	36.4%	1,575	52.7%
Same Day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Overnight	-	-	21	3.7%	-	-	937	96.6%	439	43.8%	70	43.8%	106	36.4%	1,575	52.7%
Visit Friends & Relatives	-	-	516	92.0%	-	-	33	3.4%	454	45.3%	70	43.8%	116	39.9%	1,189	39.8%
Same Day	-	-	-	-	-	-	-	-	173	17.2%	-	-	-	-	173	5.8%
Overnight	-	-	516	92.0%	-	-	33	3.4%	282	28.1%	70	43.8%	116	39.9%	1,017	34.0%
Business/Convention	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Same Day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Overnight	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Personal	-	-	24	4.3%	3	100.0%	-	-	109	10.9%	20	12.5%	69	23.7%	224	7.5%
Same Day	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Overnight	-	-	24	4.3%	3	100.0%	-	-	109	10.9%	20	12.5%	69	23.7%	224	7.5%

TABLE 13
TOURISM EXPENDITURES IN HAMILTON-WENTWORTH (Census Division 25)
By U.S. Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO HAMILTON-WENTWORTH	120	100.0%	2,372	100.0%	39	100.0%	8,901	100.0%	9,228	100.0%	2,444	100.0%	6,059	100.0%	29,163	100.0%
EXPENDITURES IN HAMILTON-WENTWORTH SAME-DAY VISITORS (Total)	8	6.7%	384	16.2%	3	7.8%	19	0.2%	1,510	16.4%	925	37.9%	920	15.2%	3,770	12.9%
OVERNIGHT VISITORS	112	93.3%	1,988	83.8%	36	92.2%	8,882	99.8%	7,718	83.6%	1,519	62.1%	5,139	84.8%	25,393	87.1%
By Main Purpose & Length of Stay:																
Pleasure	41	33.9%	212	8.9%	13	34.1%	1,519	17.1%	1,139	12.3%	679	27.8%	1,454	24.0%	5,056	17.3%
Visit Friends & Relatives	5	4.0%	827	34.9%	1	3.0%	105	1.2%	1,320	14.3%	485	19.8%	994	16.4%	3,735	12.8%
Business/Convention	56	46.4%	800	33.7%	18	47.0%	2,160	24.3%	1,408	15.3%	276	11.3%	242	4.0%	4,960	17.0%
Personal/Other	11	9.0%	150	6.3%	3	8.2%	5,097	57.3%	3,851	41.7%	80	3.3%	2,449	40.4%	11,642	39.9%

TABLE 14
TOURISM EXPENDITURES IN HAMILTON-WENTWORTH (Census Division 25)
By Overseas Residents, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO HAMILTON-WENTWORTH	491	100.0%	2,932	100.0%	56	100.0%	3,193	100.0%	4,664	100.0%	2,410	100.0%	7,835	100.0%	21,580	100.0%
EXPENDITURES IN HAMILTON-WENTWORTH SAME-DAY VISITORS (Total)		-	0	0.0%		-		-	1	0.0%	0	0.0%	0	0.0%	2	0.0%
OVERNIGHT VISITORS	491	100.0%	2,931	100.0%	56	100.0%	3,193	100.0%	4,662	100.0%	2,409	100.0%	7,835	100.0%	21,578	100.0%
By Main Purpose & Length of Stay:																
Pleasure	148	30.1%	970	33.1%	17	30.4%	500	15.7%	1,309	28.1%	557	23.1%	1,443	18.4%	4,944	22.9%
Visit Friends & Relatives	151	30.8%	1,270	43.3%	17	30.4%	653	20.4%	2,128	45.6%	1,469	61.0%	3,946	50.4%	9,635	44.6%
Business/Convention	154	31.4%	569	19.4%	18	32.1%	1,631	51.1%	963	20.6%	188	7.8%	1,307	16.7%	4,829	22.4%
Personal/Other	38	7.7%	122	4.2%	4	7.1%	409	12.8%	263	5.6%	195	8.1%	1,139	14.5%	2,170	10.1%

TABLE 15
TOURISM EXPENDITURES IN HAMILTON-WENTWORTH (Census Division 25)
Visitors from All Origins, By Item of Expenditure

Year: 1994

	Public Transport		Private Transport		Local Transport		Accommodation		Food & Beverage		Recreation/ Entertainment		Retail/Other		Total	
	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share	$000's	Share
TOTAL TOURISM EXPENDITURES ASSIGNED TO HAMILTON-WENTWORTH	58,785	100.0%	31,392	100.0%	1,092	100.0%	21,471	100.0%	38,843	100.0%	11,252	100.0%	45,936	100.0%	208,770	100.0%
EXPENDITURES IN HAMILTON-WENTWORTH BY IN-COMING VISITORS (Total)	611	1.0%	18,335	58.4%	1,092	100.0%	21,471	100.0%	38,843	100.0%	11,252	100.0%	45,936	100.0%	137,540	65.9%
By Main Purpose & Length of Stay:																
Note: "Same day" covers Canadian residents only, while "Overnight" covers ALL origins																
Pleasure	189	0.3%	2,278	7.3%	233	21.4%	5,317	24.8%	8,493	21.9%	2,570	22.8%	9,561	20.8%	28,641	13.7%
Same Day	-	-	57	0.2%	149	13.6%	-	-	2,983	7.7%	933	8.3%	6,042	13.2%	10,164	4.9%
Overnight	189	0.3%	2,221	7.1%	83	7.6%	5,317	24.8%	5,510	14.2%	1,637	14.5%	3,519	7.7%	18,476	8.8%
Visit Friends & Relatives	156	0.3%	7,547	24.0%	321	29.4%	1,214	5.7%	12,306	31.7%	3,033	27.0%	21,452	46.7%	46,028	22.0%
Same Day	-	-	49	0.2%	-	-	-	-	3,824	9.8%	264	2.3%	10,031	21.8%	14,168	6.8%
Overnight	156	0.3%	7,498	23.9%	321	29.4%	1,214	5.7%	8,483	21.8%	2,769	24.6%	11,420	24.9%	31,860	15.3%
Business/Convention	210	0.4%	6,565	20.9%	477	43.7%	7,876	36.7%	9,630	24.8%	3,396	30.2%	8,671	18.9%	36,825	17.6%
Same Day	-	-	-	-	430	39.4%	-	-	4,500	11.6%	347	3.1%	2,076	4.5%	7,353	3.5%
Overnight	210	0.4%	6,565	20.9%	47	4.3%	7,876	36.7%	5,130	13.2%	3,048	27.1%	6,594	14.4%	29,470	14.1%
Personal	49	0.1%	1,561	5.0%	58	5.3%	7,044	32.8%	6,903	17.8%	1,328	11.8%	5,332	11.6%	22,275	10.7%
Same Day	-	-	-	-	-	-	-	-	1,601	4.1%	23	0.2%	657	1.4%	2,281	1.1%
Overnight	49	0.1%	1,561	5.0%	58	5.3%	7,044	32.8%	5,301	13.6%	1,305	11.6%	4,676	10.2%	19,994	9.6%
SAME-DAY International Visitors	8	0.0%	384	1.2%	3	0.3%	19	0.1%	1,511	3.9%	926	8.2%	920	2.0%	3,772	1.8%
EXPENDITURES INCURRED IN HAMILTON-WENTWORTH BY ITS RESIDENTS WHILE TRAVELLING TO DESTINATIONS OUTSIDE HAMILTON-WENTWORTH	58,174	99.0%	13,057	41.6%	-	-	-	-	-	-	-	-	-	-	71,231	34.1%